

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently Amended) A method for use in a computer having a processor and a memory for generating recommendations for consumer preference items, comprising:
  - (a) generating information identifying a plurality of profile sample items based on selections made by a customer;
  - (b) ~~applying~~ controlling the processor to apply the profile sample item information as an input to a recommendation database in the memory, the database storing information identifying a plurality of preference items and distances between pairs each pair of items, the distances being calculated from preference ratings obtained from a consumer preference test; and
  - (c) ~~recommending to the customer~~ controlling the processor to select consumer preference items that are located in the database within a predetermined distance from the profile sample items and to present the selected consumer preference items to the customer as a recommendation.
2. (Original) The method of claim 1 step (a) comprises
  - (a1) receiving a plurality of item category selections from the customer, each item category representing an area of potential interest to the customer;
  - (a2) displaying information identifying a plurality of sample preference items representing subclasses in each category; and
  - (a3) selecting sample preference items based on information received from the customer.

- 1 3. (Original) The method of claim 2 wherein step (a3) comprises receiving a rating  
2 from the customer for each displayed sample preference item and selecting  
3 sample preference items based on the received rating.
- 1 4. (Original) The method of claim 1 wherein the consumer preference test is  
2 conducted before a live audience.
- 1 5. (Original) The method of claim 1 wherein the consumer preference test is  
2 conducted individually respondent by respondent with a plurality of respondents  
3 and each respondent rates each of a plurality of preference items.
- 1 6. (Original) The method of claim 1 wherein a distance in the database is calculated  
2 between a pair of preference items by calculating the difference in preference  
3 ratings between the pair of preference items for each respondent and combining  
4 the preference rating differences for all respondents.
- 1 7. (Original) The method of claim 6 wherein the distances are scaled to fall within a  
2 predetermined range.
- 1 8. (Currently Amended) The method of claim 1 wherein step (c) comprises  
2 displaying the recommended items to the customer under control of the  
3 processor.
- 1 9. (Original) The method of claim 1 wherein step (a) comprises generating  
2 information identifying a plurality of profile sample items based on selections  
3 made by a customer and on information identifying items recommended in step  
4 (c).
- 1 10. (Original) The method of claim 1 wherein step(a) further comprises generating  
2 information identifying a plurality of profile sample items by displaying information

identifying items recommended in step (c) to a customer, receiving a rating from the customer for each displayed item and using the received ratings to generate the information identifying a plurality of profile sample items.

11. (Original) The method of claim 1 wherein the preference items are songs.

12. (Original) The method of claim 1 wherein the preference items are movies.

13. (Original) The method of claim 1 wherein the preference items are television shows.

14. (Original) The method of claim 1 wherein the preference items are books.

15. (Original) The method of claim 1 wherein the preference items are fashions.

16. (Currently Amended) Apparatus for generating recommendations for consumer preference items, comprising:

a profile generator that generates information identifying a plurality of profile sample items based on selections made by a customer;

a recommendation database that receives the profile sample items as inputs, the database storing information identifying a plurality of preference items and distances between pairs each pair of items, the distances being calculated from preference ratings obtained from a consumer preference test; and

a recommendation unit that ~~recommends to the customer~~ selects consumer preference items that are located in the database within a predetermined distance from the profile sample items and presents the selected consumer preference items to the customer as a recommendation.

17. (Original) The apparatus of claim 16 wherein the profile generator comprises:

2 a category generator that receives a plurality of item category selections  
3 from the customer, each item category representing an area of potential interest  
4 to the customer;

5 a sample profile item generator that displays information identifying a  
6 plurality of sample preference items representing subclasses in each category;  
7 and

8 an item thresholding unit that selects sample preference items based on  
9 information received from the customer.

1 18. (Original) The apparatus of claim 17 wherein the sample item profile generator  
2 comprises an input mechanism for receiving a rating from the customer for each  
3 displayed sample preference item and the item thresholding unit selects sample  
4 preference items based on the received ratings.

1 19. (Original) The apparatus of claim 16 wherein the consumer preference test is  
2 conducted before a live audience.

1 20. (Original) The apparatus of claim 16 wherein the consumer preference test is  
2 conducted individually respondent by respondent with a plurality of respondents  
3 and each respondent rates each of a plurality of preference items.

1 21. (Original) The apparatus of claim 16 wherein a distance in the database is  
2 calculated between a pair of preference items by calculating the difference in  
3 preference ratings between the pair of preference items for each respondent and  
4 combining the preference rating differences for all respondents.

1 22. (Original) The apparatus of claim 21 wherein the distances are scaled to fall  
2 within a predetermined range.

- 1 23. (Original) The apparatus of claim 16 wherein the recommendation unit comprises  
2 a display that displays the recommended items to the customer.
- 1 24. (Original) The apparatus of claim 16 wherein the profile generator generates  
2 information identifying a plurality of profile sample items based on selections  
3 made by a customer and on information identifying recommended items  
4 calculated by the recommendation unit.
- 1 25. (Original) The apparatus of claim 16 wherein the profile generator comprises a  
2 display that displays recommendations generated by the recommendation unit to  
3 a customer, an input mechanism that receives a rating from the customer for  
4 each displayed item and the item thresholding unit selects sample preference  
5 items using the received ratings.
- 1 26. (Original) The apparatus of claim 16 wherein the preference items are songs.
- 1 27. (Original) The apparatus of claim 16 wherein the preference items are movies.
- 1 28. (Original) The apparatus of claim 16 wherein the preference items are television  
2 shows.
- 1 29. (Original) The apparatus of claim 16 wherein the preference items are books.
- 1 30. (Original) The apparatus of claim 16 wherein the preference items are fashions.
- 1 31. (Currently Amended) A computer program product for generating  
2 recommendations for consumer preference items, the computer program product  
3 comprising a computer usable medium having computer readable program code  
4 thereon:

5           program code for generating information identifying a plurality of profile  
6 sample items based on selections made by a customer;

7           program code for applying the profile sample item information as an input  
8 to a recommendation database, the database storing information identifying a  
9 plurality of preference items and distances between ~~pairs~~ each pair of items, the  
10 distances being calculated from preference ratings obtained from a consumer  
11 preference test; and

12           program code for ~~recommending to the customer~~ selecting consumer  
13 preference items that are located in the database within a predetermined  
14 distance from the profile sample items and presenting the selected consumer  
15 preference items to the customer as a recommendation.

1   32.   (Original) The computer program product of claim 31 further comprising program  
2 code for generating the recommendation database information.

33.   (Original) The computer program product of claim 32 wherein the consumer  
preference test is conducted with a plurality of respondents and each respondent  
rates each of a plurality of preference items and wherein the program code for  
generating the database information comprises program code for calculating a  
distance in the database between a pair of preference items by calculating the  
difference in preference ratings between the pair of preference items for each  
respondent and combining the preference rating differences for all respondents.